



# Opening of Toyland AT THE SOUTHERN

Monday, November 17  
SECOND FLOOR

Our Toy Department is most popular these days with the little folks—There are toys for children of every age—from one year old up—Dolls, Dish Sets, Ironing Sets, Washing Sets, Trains, Drums, Engines, Sleds, Mechanical Toys, Stuffed Animals, Picture Books, and scores of other articles.

THE WISE SHOPPER SHOPS EARLY—In shopping early you obtain better and more prompt service. You can shop with more leisure and care. You obtain a better choice, while assortments are most complete. We advise early Christmas shopping for your own benefit—early in the month and early in the day.



## Look Over This List

Doll Carts	China Closets	Fancy Animals
Dolls	Chiffoniers	Toys
Shooflys	Blackboards	Wash Sets
Rocking Horses	Child's Desks	Toy Block Sets
Red Chairs	Paint Outfits	Rattles
Iron Doll Beds	Games—all kinds	Drums
Wood Doll Beds	Chess Men	Rubber Toys
Doll Cradles	Teddy Bears	Enamel Cooking Sets
Doll Dressers	Flush Animals	Tin Tea Sets
White Chairs	Velvet Animals	Toy Banks
White Rocking Chairs	Performing Toys	Steam Engines
Doll High Chairs	Surprise Boxes	Dumping Sand Toy
Doll Trunks	Wood Carts	Sandy Andy
	Tarboard Animals	Tinker Toy
		Iron Toys



**Listen, Children: Santa Claus Will Be With Us Soon**  
He has sent us a wonderful lot of toys to make the children happy—ask mother to bring you to our big Toyland at THE SOUTHERN, second floor, where you can pick out just what you want Santa to bring you for Christmas. There are just lots of new toys and dolls you'll be glad to see. Talk things over with Santa—it's good policy to have a talk with Santa now and decide what you want—WRITE US WHAT YOU WANT AND WE WILL SEE THAT SANTA RECEIVES YOUR LETTER

## Mechanical Trains

Made of the highest grade material; cars are reproduction of the regular railroad equipment—has locomotive tender and passenger cars. The Southern's price up from ..... **\$2.00**

## FRICTION TOYS

Double friction, made to stand hard usage—the line consists of fire engines, automobiles, trains, hook and ladder, locomotives and lots of other things. The Southern's price up from ..... **60c**

## GILBERT TOYS

The most highly developed toy for the boy on the market. We have the erector sets, mechanical toys, Gilbert new wheel toys and machine guns.

## DOLLS DOLLS DOLLS



All kinds of dolls to please the make-believe mothers are shown in our big toy department. In expensive dolls, character babies and dainty dressed dolls are well represented. Bring the little girls here and let them pick out just the ones they want Santa to bring them. The Southern's price up from ..... **75c**

**Gifts for Everyone—Men, Women, Boys, Girls and Baby. You Get Your Money's Worth Here on Christmas Presents.**

Second Floor

## Why We Advise Early Christmas Shopping

In all lines of merchandise production is way below normal, due in a large part to the manufacturer's inability to obtain sufficient raw material to meet the exceptional demand for goods and together with this is the unusual shortage of labor, with numerous strikes and shorter working days.

Notwithstanding the high price for the finished product, the demand today is unheard of.

While our stocks of Holiday Goods are larger and of a greater variety, we know that we will be unable to meet the heavy demand that will be made upon them and it will be impossible for us to obtain other shipments at this time, as every mail brings to us cancellation of goods already bought. Therefore, we advise our friends to SHOP EARLY.

## Give Your Baby Boy a Hobby Horse for Christmas

He will enjoy many a long ride on one of these strong, handsome, wooden horses—they're finely shaped and strongly put together, attractive and handsome—bound to make him happy and dance with glee. The Southern's price up from ..... **\$5.75**



Shoo Flys—the Southern's price up from ..... **\$4.75**

## Kiddie Kars Make Happy Children

These best of wooden wheel toys are the best for the little tots. They're strongly made of solid seasoned wood and durably put together; made to stand the rough usage a child generally bestows; bound to make the child dance when Santa brings it. The Southern's price up from ..... **\$2.00**



## Give Her a Set of Silverware for Xmas

And she will remember you for years because the gift will give long and lasting use and pride of ownership. We've a wonderful assortment of silverware in various patterns and various sized sets—Knives, forks and salad forks, etc. Let us help you choose a desirable gift from this assortment. Our stock is comprised of the following well known makes: Community, Rogers 1847, Universay Silver Overlay, World Brand and Simmons. Tea Spoons—Southern's price; set of six ..... **\$3.75**



## Odd Pieces of Sterling Silver Make Ideal Christmas Gifts

Spoons, Salad Forks, Berry Spoons, Childs Sets, Pickle Forks and etc. Priced up from ..... **\$1.25**

## A Carving Set for the Wife or Mother

One of these handsome, sets would be most acceptable as a gift and any housekeeper will be proud to own them. Several different styles to select from and the quality of steel is excellent. The regular sets have Knife, Steel and Fork. The game and steak sets have knife and fork. The Southern's price, the set up from ..... **\$3.75**



## Many Useful Items for Thanksgiving and Christmas

The May Nut Cracked, priced.....	\$1.35
The Squirrel Nut Cracker, priced.....	\$1.50
Universal Food Choppers, priced.....	\$2.00
Nut Pick and Sets, priced.....	\$1.35
Savory Roasters, priced up from.....	\$1.50
Nut Bowls with Crackers, priced.....	\$3.50

## Your Christmas Tree Will Be Loaded With Excellent Presents

If you buy your gifts from this store and you can be positive that what you give will please and give satisfaction. There are gifts for everyone in our large assortment. No member of the family has been forgotten. Our prices will please you too.

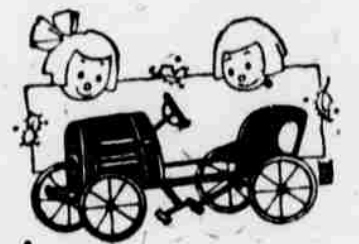


## Decorations for Your Christmas

Our stock is now complete. Don't wait until the last to buy your decorations. We have Tinsel, Glass Ornaments, Garlands, Wreaths, Candles and Candle Holders. In fact, everything you may want to decorate your tree and home.

## Make Your Child Happy

With a Dandy Velocipede or Automobile



Just the gift to give the boy or girl—will develop and strengthen their little bodies and keep them out in the fresh air. We have them in several sizes and styles. Everyone of them strongly and durably made to withstand lots of hard usage.

Velocipedes, priced up from.....	\$ 4.75
Automobiles, priced up from.....	\$10.00
Coaster Wagons, priced up from.....	\$ 7.00
Boy's Wagons, priced up from.....	\$ 1.75
Sidewalk Coasters, priced up from.....	\$ 2.00

(Main Floor.)

## Dandy Air Rifles for Real American Boys



If Dad remembers his first shooting piece, he also remembers how happy and bursting with joy he was when he received it. One of our Air Rifles will make your boy happy, and he can enjoy the brisk out door life to the fullest extent. These Rifles are guaranteed to give satisfactory service—strongly made and handsomely finished. The Southern's price up from ..... **\$1.85**

## He Will Appreciate Your Thoughtfulness Give Him a Pocket Knife

Handy Andy knows all about Pocket Knives and says it's an article man or boy needs every day. Pick one from our stock and you'll be sure your gift will give long and lasting use, and it's bound to please him. Finely tempered steel is used in these knives and there are dozens of handsome handle styles. Ask Handy Andy to show them to you. Southern's price up from ..... **50c**



## A Vacuum Bottle for Christmas

Here's a most practical gift for man or woman—an article for the year round use, and will bring many pleasant remembrances of the giver. Keeps liquid hot or cold for many hours, a most excellent gift to the motorist. Many styles in pint and quart sizes. Handy Andy will be glad to show these to you.

**HANDY ANDY SAYS—**  
A Vacuum bottle will be found useful for year round use. Broken Glass containers can be replaced here at a reasonable cost. Vacuum Bottles, priced up from ..... **\$2.25**



## Roller Skates Make Rosy Cheeks

Santa Claus believes in giving presents that will bring a benefit as well as happiness and Roller Skates will surely develop sturdy limbs, a good circulation and lung power. Our Skates are finely made with ball bearing wheels. The Southern's price; the pair ..... **\$2.75**



# SOUTHERN

HARDWARE CO.



## A Set of Tools for That Boy

Here is just the thing to promote industry and develop that boy of yours—he can build all sorts of Toys and useful articles with one of these Handy Tool Outfits. He can make many things that a real boy delights in making. We have sets in several sizes and reasonably priced. The Southern's price up from ..... **\$1.50**